



# **BERKELEY-TRIP**

## **COMMUNITY-BASED TRANSPORTATION ALTERNATIVES PROGRAM**

**EXECUTIVE SUMMARY**

**NOVEMBER, 1984**







## Berkeley TRIP

Transit/Ridesharing/Parking  
Chamber of Commerce Building  
1834 University Avenue  
Berkeley, CA. 94703  
644-POOL

February 7, 1985

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University of California

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Berkeley Downtown Business  
Association

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Rides for Bay Area  
Commuters

Andrea Washburn  
Berkeley City Council

Board of Adjustments  
City of Berkeley  
2180 Milvia Street  
Berkeley, CA. 94704

Dear Members of the Board:

Berkeley TRIP is an agency sponsored by the City of Berkeley, the University of California, Lawrence Berkeley Laboratory, and the Associated Students of UC to reduce the adverse impact of the single-occupant automobile. TRIP receives partial funding from the City to carry out its promotion of transit, carpooling and vanpooling, bicycling and walking as environmentally-sound commuter alternatives.


In a recently-completed evaluation of the project, it was found that 725 people over an 18-month period are now carpooling or taking transit more frequently because of TRIP's efforts. 464 of those were formerly driving alone. Expressed in benefits to the Berkeley community, these achievements translate into a better utilization of existing parking by freeing 357 spaces; a savings of \$5,136,000 in unneeded parking construction; and prevention of 60,228 pounds of pollutants emitted in the air.

I am enclosing the Executive Summary of the report for your review. The full report is available for any members who wish to have more information. We would also be pleased to give a brief oral presentation to the Board. Please contact me if you are interested in scheduling a presentation.

Sincerely,

Gail Murray  
Project Manager  
GM/sk

cc: Policy Steering Committee  
encl.



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EXECUTIVE SUMMARY

Berkeley TRiP:

Community-Based Transportation  
Alternatives Program

by

Gail Murray  
Laurie Udell  
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November, 1984





## TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY	1
Exhibit A: Checklist for Success	8
Exhibit B: Survey Form	9
Exhibit C: Card for Followup Calls	10
Exhibit D: Transit Pass Sales Graph	12
Exhibit E: Laying the Foundation for Community Ridesharing	13
Exhibit F: Savings Resulting form Ridesharing	14
Exhibit G: Parking Spaces Taken by People Driving Alone	15
Exhibit H: Parking Spaces Used by Poolers	16





## EXECUTIVE SUMMARY

As cities experience growth, they become aware of the need to make better use of existing streets and parking facilities through a management program. Promotion of alternatives to driving alone is an essential component. Forming a local agency can unify elements of the transit authority, regional carpool matching service and bicycle clubs into one program personalized to a particular community's needs.

This report, the product of a \$75,000 demonstration grant funded by the Federal Highway Administration, describes Berkeley TRiP as a model for a local community agency. TRiP is an acronym for Transit, Ridesharing and Parking, strategies used to affect adverse impact of the single occupant automobile. During the demonstration period of January, 1983 through June, 1984, TRiP tested ways of involving small employers through development of a community-based agency with a multi-modal approach.

TRiP is located in Berkeley, a built-up city of 100,000 situated across the Bay from San Francisco. The downtown retail and office center and the adjacent University of California campus are TRiP's target population. The activities of its four staff members are directed by a 14-member Policy Steering Committee, comprised of community, civic, student, transit, university and business leaders.



## Assessing Local Commitment and Opportunities

In order to evaluate the level of success a community might expect if it forms a local agency, a Checklist for Success was developed based on TRiP's experience. The checklist includes the following categories:

- Community Interest
- Transportation Alternatives Available
- Current Travel Modes
- Profile of Businesses
- Incentives and Disincentives
- Funding

Based on this checklist, Berkeley TRiP had a 60% chance of success when its program was initiated.

## Elements of a Local Program

Since employees commuting to work at peak congestion hours are the target group for a local agency, involving their employers is a necessary step in reaching the target group. In order to draw a business into the local agency's network, it is important to establish credibility. This is achieved by developing a realistic program personalized to each business' profile.

A survey of each company's employees provides an excellent groundwork for development of individualized programs. The survey is an initial





introduction of the local agency to employees, provides baseline data on travel modes for future program evaluation, and collects information on the potential for mode switches among the target population.

Respondents to TRiP's survey who indicated an interest in a transportation alternative were provided packets of information based on their individual comments. The results demonstrated that simply educating people about their options can be an important element in creating mode shifts.

After surveying employees, the local agency must next create a network that is easy to service and is not perceived as too time-consuming by the small business operator. Two successful techniques used by Berkeley TRiP were:

- a 16-pocket dispenser for continuous distribution at employment sites of transit, carpooling and Park and Ride materials; and
- a brochure on transportation alternatives distributed to new employees.

Most promotion at small businesses must be done passively. A systematic distribution of information through a network of contacts is the best method TRiP has found to educate commuters on their alternatives to driving alone.

Berkeley TRiP has been successful in developing a personalized approach to the placement of individuals in ridesharing modes based on the existing data base maintained by RIDES for Bay Area Commuters.



RIDES, the regional carpool/vanpool matching service, operates a computer terminal at the TRiP office for on-site data entry of ridesharing applications.

A computer printout listing the commute information of 500 persons with Berkeley destinations is reviewed monthly by TRiP staff. This list is used as a master from which to make initial telephone contacts. After contact, a 4" x 6" card is filled out with information gleaned from the telephone conversation about specifics of an individual's commute. Cards are then color-coded to facilitate followup calls at least every two months until the applicant is placed in a carpool or vanpool. The outstanding feature of the card file system is that not only immediate but personalized assistance can be provided to potential ridesharers.

TRiP complements RIDES by performing functions which are most effectively accomplished at the local level, such as advocacy of local policy changes and promotion of local bus routes. By establishing a satellite office at TRiP, RIDES receives cost saving benefits and TRiP's program is enhanced through this joint effort.

Similarly, by working with the local bus provider, AC Transit, TRiP has increased bus ridership and given the Berkeley community a higher level of service than AC Transit could normally give to a single city. In a six month period, approximately 18,500 pieces of transit information supplied by AC are distributed by TRiP. Over \$6,000 in pre-paid monthly passes are sold through TRiP's brokerage system to riders,





half of whom had never purchased a monthly pass prior to their availability through TRiP outlets. Both the local community and the transit district benefit from this interface.

To carry out its program of activities, TRiP has expanded its staff through the use of student interns from the University of California. Because of uncertainty about student interest in the positions offered each semester, essential projects should not be dependent on interns to complete. With flexible projects, however, a local agency can experiment with new ideas by receiving free staffing from interns. Interns benefit also by a meaningful learning and working experience.

#### Laying the Foundation for Future Mode Shifts

By establishing a local agency, the community makes a statement that it wishes to actively manage its traffic in an environmentally sound way. It makes a long term commitment to reducing vehicle trips.

A foundation conducive to on-going mode shifts, after the early adopters have already converted from driving alone, can be created in the following ways:

- Changing local policies

Since regional agencies do not involve themselves in local policies, and since there is no organized constituency, a local agency should take the lead in suggesting policies that create incentives for carpooling, transit, and bicycling, and disincentives for driving alone. Berkeley TRiP's efforts have resulted in half cost carpool



rates, developer contributions, and a potential assessment district.

- Institutionalizing the concept

By establishing a good working relationship with participating employers and organizations, a local agency can institutionalize many of the programs it develops. The result can be a continuing program with minimal involvement by the agency, allowing it time to redirect its energy into new programs. Berkeley TRiP has utilized publications and helped create a student transportation center to institutionalize its ideas.

- Establishing an on-going forum

Marketing and educational efforts of a local agency will keep the goal of reduced solo drivers in the consciousness of the public, businesses, institutions and government. Leaders from these segments of the community should be involved to establish a forum for advocacy, evaluation and direction of efforts. Berkeley TRiP's forum is the Policy Steering Committee, which can influence policy changes in elements of the community important to the success of TRiP's work.

### Evaluation of Effectiveness

The TRiP project has achieved a high degree of success in removing cars from Berkeley streets. Berkeley TRiP has placed 55% of the people it contacted into carpools or vanpools; 24% of the people who received transit assistance from TRiP are now taking transit instead of another travel mode. Thus, 725 people are now pooling or taking transit more frequently, and 464 of those were formerly driving alone.

Expressed in benefits to society, TRiP's effectiveness is as follows:

- Better utilization of existing parking: 357 spaces freed





- Savings from unneeded parking construction: \$5,136,000
- User savings: \$229,932
- Gallons of gasoline saved: 57,454 gals.
- Pollutants saved: 60,228 lbs.
- Vehicle miles saved: 999,705 miles



E X H I B I T S





The following chart will assist in rating the strong and weak areas that exist at the outset of a new agency. The scoring used is arbitrary, based on Berkeley TRiP's own empirical background in setting up and operating a local agency. Berkeley TRiP's experience is used as an example for comparison with the community being considered.

#### EXHIBIT A

<u>Checklist for Success</u>	
<u>Your score</u>	<u>Berkeley TRiP's score</u>
1. Community Interest	4
2. Transportation Alternatives Available	5
3. Current Mode Choices	2
4. Profile of Businesses	2
5. Incentives and Disincentives	3
6. Funding	2
	<hr/> 18
Rank from 1-5 with 5 as highest. Total possible is 30 points.	
<u>Your score</u>	<u>18</u>
30 pts. =	30 = 60%
Your chance of success	chance of success



EXHIBIT C

CARD FOR FOLLOWUP CALLS

Potential Ridesharer

Name: _____	Origin: _____
Phone: (w) _____	Destination: _____
(h) _____	App. Type: _____
Work Hrs: _____	Mode/Reason: _____
	Date app. entered: _____
Action: Inc origin to include: _____	
_____	
add'l. names: _____	
_____	
send ml _____	delete _____
(include date each ml)	(date)
History: _____	
(date) (current mode) (preference)	
_____	
_____	
_____	
_____	

Vanpool/Carpool Driver

Name: _____	Origin: _____
Phone: (w) _____	Destination: _____
(h) _____	App. Type: _____
Work Hrs: _____	Mode/Reason: _____
	Date app. entered: _____
	Cost: _____
Route/Pick Up Points: _____	
_____	
Names of current riders: _____	
_____	
Inc origin to: _____	
add'l. names: _____	
_____	
send ml: _____	
(date each ml)	
History: _____	
_____	
_____	
_____	





EXHIBIT C

Side 2

Status: DA \_\_\_\_ CP \_\_\_\_ VP \_\_\_\_ T \_\_\_\_ Other \_\_\_\_\_

Follow-Up #2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Follow-Up #3 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

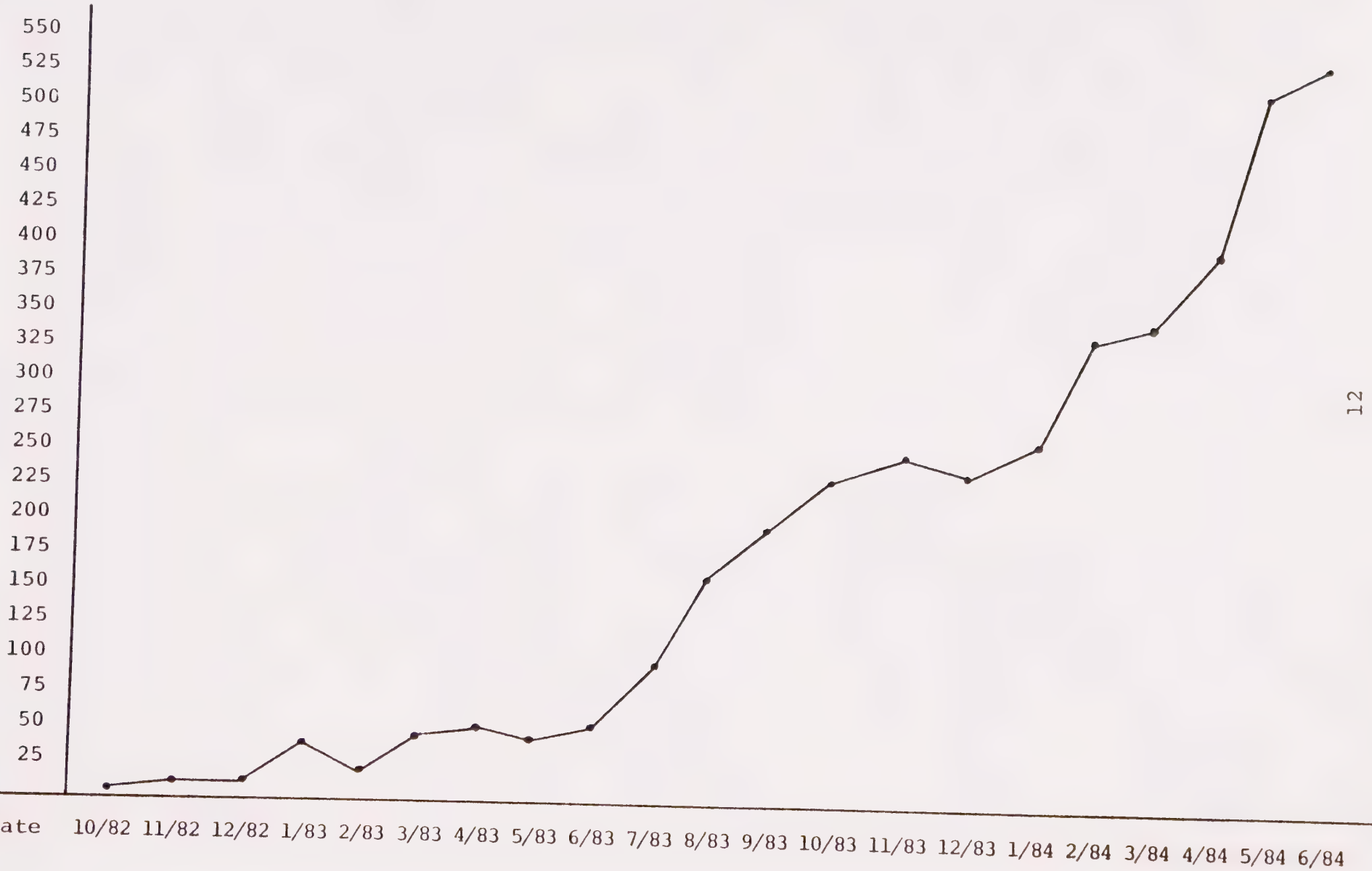
Follow-Up #4 \_\_\_\_\_

\_\_\_\_\_



EXHIBIT D: TPANSIT PASS SALES GRAPH

# of passes  
sold

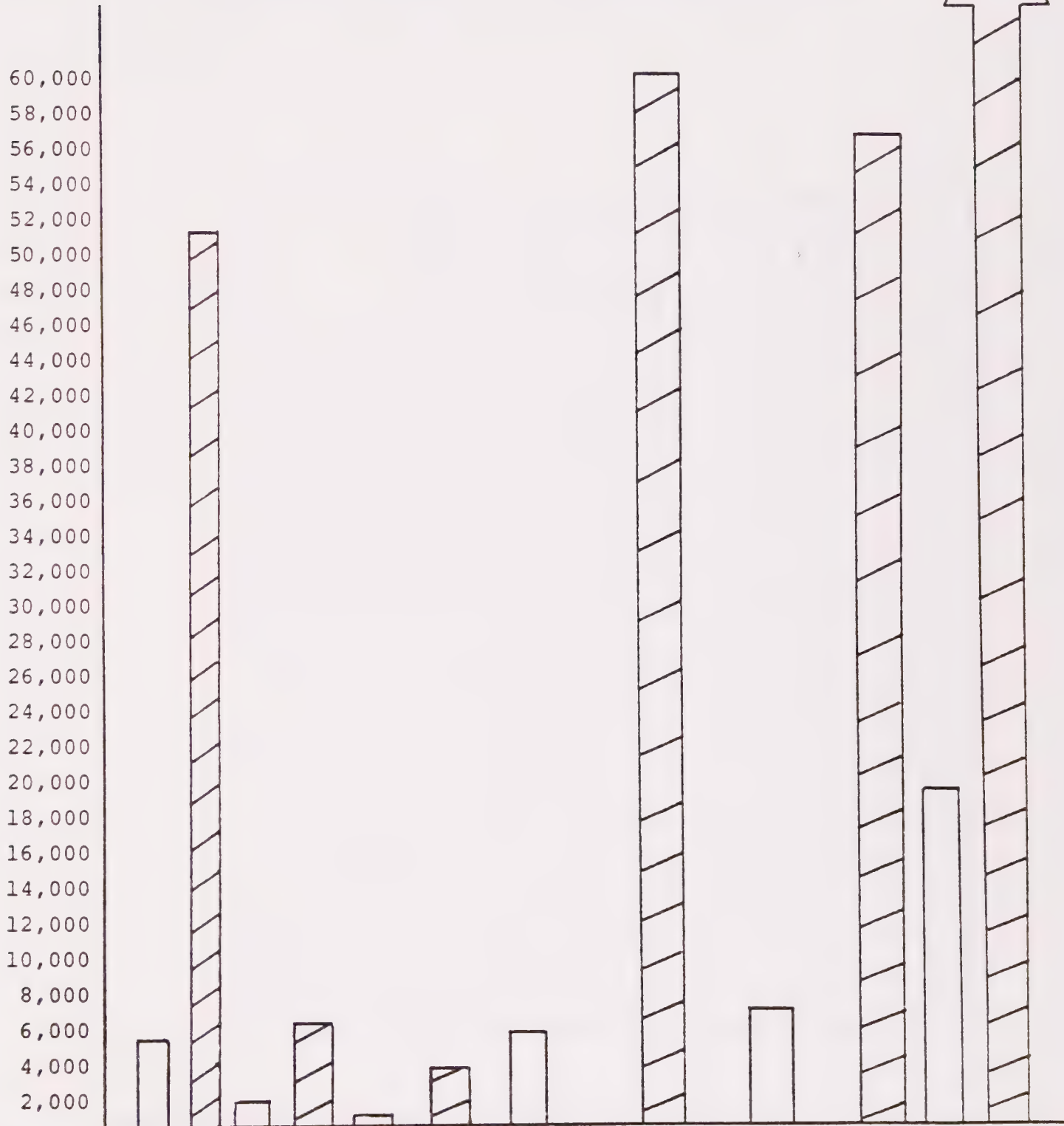




# EXHIBIT F

## Savings Resulting From Ridesharing

\$229,932



POUNDS

CO

CO

HC

HC

NOX

NOX

TOTAL  
POL-  
LUTANTS  
GENER-  
ATED

TOTAL  
POL-  
LUTANTS

GAL.  
GAS  
CON-  
SUMED

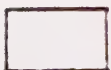
GAL.  
GAS  
SAVED

\$

\$



Savings from drive  
alones out of their cars  
and into pools and transit



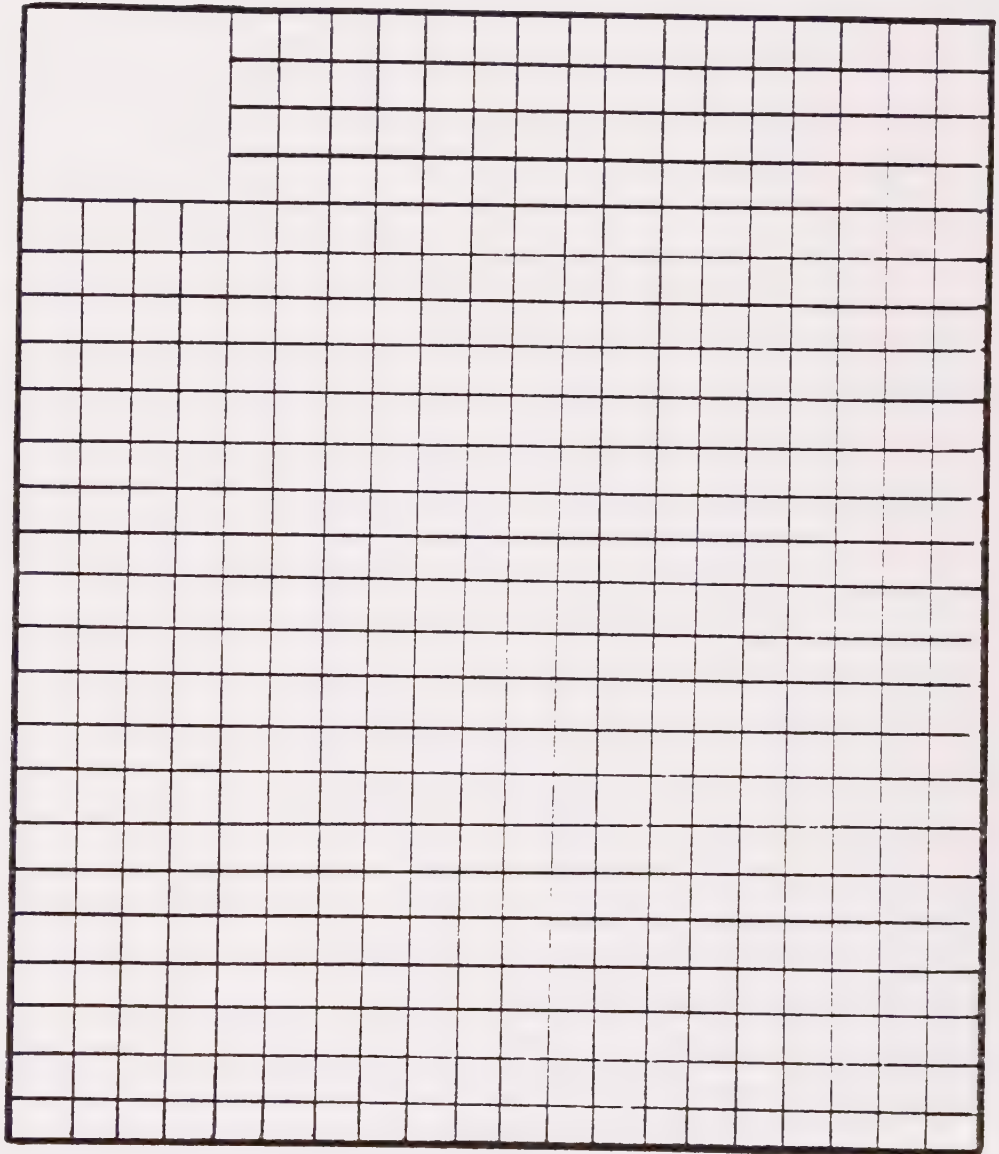
Result of 36 carpools





EXHIBIT G

Parking Spaces Taken by People Driving Alone



Each square equals one car. Total cars: 464



# EXHIBIT H

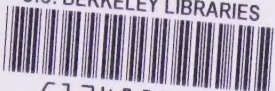
## Parking Spaces Used by Poolers



Each square equals one parked carpool or 36 cars.



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